

Toronto

Business Services



“Toronto is a great base for a successful international service business. There is a large local market, as well as easy access to North American and global markets. The city’s well-educated, highly skilled, multicultural labour force includes a pool of talented designers, who drive the success of architectural firms such as ours. And then there is access to technology, both in terms of professional expertise and overall infrastructure. These advantages make Toronto the ideal city for us.”

BILL NANKIVELL, PARTNER,
BREGMAN + HAMANN ARCHITECTS



NEXT STEPS

Our expert team is ready to answer all your questions about opportunities in Toronto’s dynamic business and professional services cluster. We offer an in-depth cluster profile, brochures on other city economic clusters and helpful liaison with government and industry organizations. Please contact the Toronto Economic Development Office:

416 392 3375

www.toronto.ca/business



Toronto’s business and professional services cluster is among the largest in North America and is growing in step with the city’s highly diversified economy. Law and accounting firms; advertising and marketing agencies; customer care centres; management, technical and design consultancies; human resources services – all create the vital business infrastructure that attracts corporate headquarters and global professional firms. Thanks to a highly educated workforce, great international connections and low operating costs, Toronto enterprises have the top-notch support network that is essential to success.

 **TORONTO** Economic Development

Every year Toronto-based businesses export over \$70 billion in goods and services to every corner of the globe. The depth and breadth of the city's business services cluster is vital to achieving this worldwide reach. In a fast-moving international market, landing an overseas contract is just half the battle; you have to deliver. Toronto's experienced, connected business services experts can help finalize the contract, assess the tax implications, comply with foreign regulations, redesign packaging and set up a multilingual call centre – whatever you need to compete.



BUSINESS STUDIES

- > With an annual growth rate of 6%, Toronto's business and professional services cluster is among the largest in North America – and is growing faster than New York, Los Angeles, Philadelphia, Boston and Washington.
- > Nearly 300,000 people, or 12% of Toronto's workforce, provide a broad spectrum of business and professional services.
- > Some 24,000 business and professional services firms in Toronto make up 21% of the Canadian total for this cluster.
- > Toronto is home to 9 of Canada's 10 largest law practices, 9 of the top 10 accounting firms, 7 of the 10 largest advertising and communications agencies, and all 10 top human resources and benefits firms.
- > Toronto designers are recognized leaders in everything from product design to graphic communications to facilities planning.
- > Toronto ranks first in overall call centre investment among North American cities, with 30% annual growth. Some 2,900 call centres employ over 11,000 service staff.
- > Operating a financial/business services firm in Toronto costs 25% to 50% less than in eight major U.S. cities – including New York, Chicago, Los Angeles, San Francisco and Boston – according to a 2001 KPMG study.

- > Close to half a million highly skilled people work in downtown Toronto, and businesses can draw from an overall labour force of nearly 2 million. Over 56% of employees in Toronto's diverse knowledge-based cluster have post-secondary degrees or certificates.

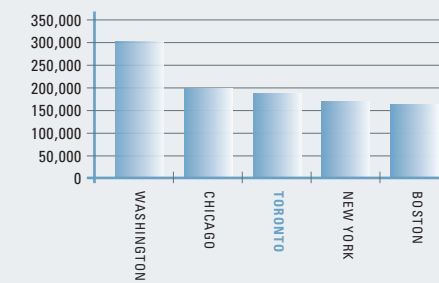
MAJOR PLAYERS

Law: McCarthy Tetrault, Fraser Milner, Blake Cassels & Graydon. Accounting: Deloitte Touche Tohmatsu, PricewaterhouseCoopers, KPMG, Ernst & Young. Benefits: William M. Mercer, Towers Perrin, Morneau Sobeco. Advertising: MacLaren McCann, Young and Rubicam, BBDO, Envoy Communications. Call centres: IBM, Minacs Worldwide, AMEX, TD Waterhouse, RoyalSunAlliance.

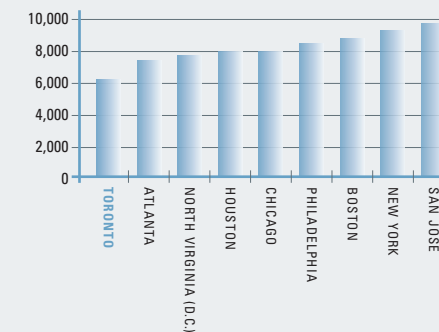
SUPPORT SYSTEMS

- > The Toronto business community persuaded Ontario's government to lower realty taxes by 11% over a six-year period from 2002, reducing fixed overhead costs for businesses.
- > A business locating in Toronto typically can use investment tax credits to offset up to 75% of its federal tax for a year, with unused balances carried forward 10 years.
- > Government funding is available, on a case-by-case basis, for workforce training in large companies relocating to Canada.

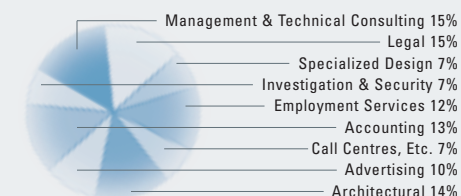
THE THIRD-LARGEST CLUSTER IN NORTH AMERICA
(total business services employees, based on 1999 figures)



TORONTO HAS VERY LOW STAFFING & OCCUPANCY COSTS
(in US\$ thousands, based on 2001 figures)



TORONTO'S DIVERSE RANGE OF CORE BUSINESS SERVICES
(percentage of labour force, based on 2001 census figures)



WHY TORONTO?

- > Toronto is home to one-sixth of Canada's labour force. Torontonians are ethnically diverse, multilingual (100+ languages), highly skilled and well educated. Three city universities and numerous area colleges are supported by a province that leads the world in percentage of population with post-secondary diplomas or degrees.
- > One of North America's major real estate markets, Toronto offers commercial/office space that would cost (according to a recent KPMG study) up to 68% more in U.S. cities.
- > A network of local consultants, professionals and specialized suppliers supports 40% of Canada's top 500 companies.
- > Toronto is connected: the city's superb communications infrastructure includes the highest concentration of fibre optics in North America; and half of U.S. businesses are within a day's shipping distance.

Our brief overview *Toronto: A Diversified Economy* has more on the availability of capital, vital transportation links, extensive public transit (the second-largest system in North America), vibrant cultural life and clean, safe streets – all the factors that led *National Geographic* to rate Toronto “the most civil and civilized city in the world.”